



WINNIPEG'S FAMILY OF

8,000 EATONIANS READY FOR

THE TRANS-CANADA SALE

Contacts

MAY 1950



GOOD NEWS FOR GOLFERS!

The Eaton Men's Golf Club

Announces An Important New Setup for the ANNUAL FIELD DAYS, 1950

In the past our annual Field Days have taken place in the mornings with the golfers then returning to work in the afternoon. The annual banquet was held at the end of the season, when trophies and prizes were presented to the winners.

After some consideration, your golf committee has decided to adopt a new system this year.

HERE IS THE PITCH

Field Days Will Be Held at Pine Ridge Golf Course

Teeing-off time will be 2:30 p.m.

"TO EACH HIS OWN"—This year each class will run its own wind-up on the day of its Field Day—with golf in the afternoon, followed by a dinner and wind-up in the evening in the Pine Ridge Clubhouse, when trophies and prizes will be presented for each group.

CONSIDER THIS \$2.00 WINDFALL!

The charge per member for this complete Field Day event is only \$2.00, and that, gentlemen, includes golf, dinner, refreshments and entertainment!

With such a modest outlay to the membership, your committee feels certain that this new arrangement will prove overwhelmingly popular and will result in a 100 per cent turnout.

The following are the Field Day dates for the coming season:

Friday June 2	Friday June 9
Wednesday . . June 7	Monday June 12

All classes to tee off at 2:30 p.m. Supper at 7 p.m.

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NOTE THESE OTHER EVENTS ON YOUR GOLF CALENDAR

Grandfathers' Field Day—Monday afternoon, May 22,
at Elmhurst Golf Course.

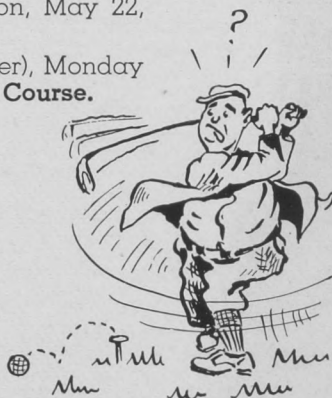
Seniors' Field Day (open to those 50 and over), Monday
afternoon, August 21, at Elmhurst Golf Course.

COMMITTEE MEMBERS

President.....D. R. STEWART (257-8)
Vice-President.....S. FLEMING (5)
Secretary-Treasurer.....J. MEYERS (M.O. Merchandise)

A. L. Barry (261)	B. H. McGregor (37)
E. Adey (277)	G. W. Robinson (119)
G. Firth (228)	F. Eades (1760)
W. Patterson (272)	I. Kilpatrick (33)
F. Tease (112)	J. Donnett (15)
J. Fisher (Garage)	C. Peters (1745)

W. E. C. Hurlburt (Contacts)





Left—"Cinderella" in her daytime dress admires another lovely afternoon dress displayed by Edna Middleton.
In the background is Beryl Erlendson, Junior Councillor from East Kildonan Collegiate.
Right—Lorraine models her powder blue suit with navy accessories.

Cinderella Found at Eaton's

Winnipeg's search for Cinderella ended in the Dress Goods Department at Eaton's when, on Wednesday morning, April 12, Lorraine Coble was called from her parcel desk to the Executive Offices and congratulated on being selected to represent Manitoba in this nation-wide contest.

In her dream come true, Lorraine was presented with a complete new wardrobe by Eaton's, Winnipeg. She also received a three-day, all-expense paid trip to Toronto via T.C.A., and \$100.00 spending money from the Winnipeg Tribune. At Toronto she competed with other Canadian Cinderellas for a seven-day trip to Jamaica. Lorraine was accompanied by her foster aunt, Mrs. W. Taylor, who also received an all-expense paid trip.

Lorraine was selected as a result of a letter sent by her "fairy godmother," Mrs. Allan Gage, whose contest letter to the Tribune declared in part:

"Lorraine has never known a mother's care or love. . . . While a good deal less fortunate than most of us, Lorraine's generosity and gentle kindness is amazing. Her sunny smile is always in evidence . . . she combines youthful zest and innocence with the wisdom that past years have forced upon her . . . just knowing her has enriched all our lives."

Here at Eaton's Lorraine's associates feel the same way. To sum it all up, a fellow parceller said, on hearing of Lorraine's good fortune: "She deserves to win the Cinderella contest. . . . She's sweet all through."

Cinderella's Wardrobe

Lorraine's lovely wardrobe included a powder blue suit, a navy shortie coat, a navy crepe bolero dress, printed nylon taffeta afternoon dress, a blue marquisette evening gown, pale yellow satin pyjamas, a white shantung housecoat, two blouses, three handbags, gloves, lingerie, hats and shoes. No, not glass slippers, but nearest to them, lovely silver evening sandals for her dainty five-and-a-half-size foot!

Congratulations, Cinderella, on your fine showing at Toronto. Even though you didn't win the trip to Jamaica, all Winnipeg and especially Eatonians are proud of you!



2nd Prize—Bryan Hill

THEY HIT THE JACKPOT!

Two Winnipeg Eatonians Win Prizes in the Eaton Company-Wide Suggestion Contest for 1949

Heartiest congratulations to Bryan Hill (Photo Workroom) and Allan Farquhar (Printing), the two Eatonians pictured here who won themselves major money prizes in this big annual contest for useful ideas—and also brought honour to their departments.

The alert and questioning mind is fundamental to progress in a business like Eaton's. These two prize winners each brought forth ideas of practical value to the Company. There are other ideas ready to be mined—perhaps right under our noses! We, too, can

dig down and collect two ways like Messrs. Hill and Farquhar did. Let's go!

A Word From the Winners:

"The winning of this award was a complete surprise to me," says Bryan Hill (whose winnings total \$400.00). "I think it's wonderful because this contest demonstrates the Company's interest in helping its employees.

"The suggestion competition also provides encouragement to study things which can be done to improve service or production and to do something about it. My wife and I are naturally very happy about the award and any question about spending the prize money will be left to her," Mr. Hill told Contacts. (A wise and gallant decision!)

* * *

"In all the 36 years I've been with Eaton's," says Mr. Allan Farquhar, "winning fifth prize of \$100.00 in the Company-wide suggestion competition was my greatest thrill—the prize money will likely be used on a holiday." (Happy holidaying, Mr. Farquhar!)



5th Prize—Allan A. Farquhar

Where Does Your Money Go? . . .

The E. E. C. F. Tells You!

Topping all expectations, the recent "One Appeal" campaign of our Eaton Employees' Charitable Fund reached a peak of 96 per cent—an achievement that must make each one of us prouder than ever to be an Eatonian!

Your E.E.C.F. committee will report upon their stewardship from time to time to show you what is being done with your weekly subscriptions to the fund.

The following is an example of what has already been pledged to various organizations:

Canadian Red Cross.....	\$8,000.00
United Nations Appeal for Children....	1,000.00
Boy Scouts Association.....	1,000.00
Protestant Orphanage	1,000.00
United Fresh Air Camps.....	500.00

Watch Contacts each month for a report on other worthy causes supported by Your Charitable Fund.



Left: Miss Rita Caron reads the examination rules. Right: The girls look up for a quick picture before starting the exam. In the background are Miss Caron and Mr. N. M. Gray, head of department, Drugs.

These Girls Find That "Beauty Is More Than Skin Deep"

Write Final Exams on Cosmetic Salesmanship

There is more to beauty than appears on the surface! The truth of that statement has recently been learned by fifteen members of the Drug Department who have been taking a two-month correspondence course on cosmetic salesmanship. What goes into the various cosmetics, as well as their selling features, was studied by the girls during their eight lessons.

A final examination on the course was written during the first part of April in the Educational Department. Miss Rita A. Caron, Canadian representative of the Cosmetic School of Beauty Fashions, New York, made a trip to Winnipeg to supervise the two-hour test. The course has represented all cosmetic products with no brand being given special consideration. For a pass mark, each girl must receive 70 per cent on her paper.

Certificates for those with pass marks will be received next month and announced in the next issue of *Contacts*.

Doreen Day Visits Winnipeg

Montreal Fashion Co-ordinator Says "Styles Must Be Adapted to the Individual"

One of Canada's foremost stylists, Doreen Day, fashion co-ordinator for Eaton's Montreal Store, was a visitor in Winnipeg during the latter part of March. Mrs. Day was en route home from the west coast where she commented fashion shows at the Company's Vancouver and Victoria stores.

As she arrived in the city during Winnipeg's Grill Room showings of the Paris and London fashions, Mrs. Day attended the Tuesday afternoon presentation. "Here in Winnipeg, I thought everyone concerned with the show did a grand job," she stated.

Mrs. Day has a keen insight into what makes fashions and why. She is a frequent visitor at Paris and London openings and states that "styles must be adapted to the individual." This year she was one of the judges who chose Canada's best dressed women and last year her own name was included on the best dressed list.

In private life she is Mrs. C. R. Peter Troup, and is an enthusiastic supporter of S.P.C.A. and Junior League work.





For Description of Pictures
See Facing Page





Eaton Good Deed Scholarships Award

Mr. Gilbert Eaton Makes Presentation At Theatre Party

For most of us Saturday, April 1, was nothing more than April Fool's Day, but for six young members of the Eaton Good Deed Club it was the eventful time when they each received a musical scholarship of \$50. These scholarships, which are presented yearly by Eaton's, were won for the 1949-50 season by DENISE DUPUIS, 12, in the piano class (12 years and over); JEANETTE GRANT, 11, piano class (under 12); JACQUELINE SOLTZMAN, 15, girls' vocal class; BARRY CRAIG, 11, boys' vocal class; ERNEST ZABOLOTNY, 12, violin class; and OREST ROY, 15, accordion class.

The scholarships are won on a competitive basis with a group of judges awarding the prize in each class to the boy or girl with the highest mark. Presentation of the awards was made by Mr. Gilbert M. Eaton, director of The T. Eaton Co. Limited, at the final Good Deed Theatre Party of the 1949-50 season, held at the Metropolitan Theatre. Mr. Eaton was introduced by Mr. Moray Sinclair, supervisor, Eaton Advertising Department, and director of the Good Deed Club.

10,000 Members

Interest in the Good Deed Club has been great during the past season and this was borne out by the crowds of children who turned out for the final party. Two thousand of the club's 10,000 membership were on hand—as many as the theatre would hold.

Activities got underway at 9:30 with cartoons on the screen followed by the regular half-hour broadcast. For this event there were over 100 performers on the stage ready to take part. These included members of Kent's Accordion Band who played two numbers, and the girls of the St. Mary's Academy choir who also presented two selections.

Youthful "Gene Krupa"

A tremendous ovation was given one of the favourite performers of the morning, four-year-old Garry Peterson, who beat out "C Jam Blues" on his specially scaled set of drums with the ease of a professional. Garry, who was outfitted in cowboy glamour togs complete to high-heeled boots, drummed with nonchalance and precision while his father watched proudly. So "terrific" was his number that he was recalled later in the show for an encore.

Another well-applauded number was the boys' tap chorus—seven young men between the ages of six and eight, debonairly attired in silk toppers, white ties and tails—who sang and danced to "Good Morning." They were Bobby Shepherd, Fred Ostaschuk, Ronnie Saltess, Paul Fraser, Alfie Ramsay, Keith Warner and Dale Smith.

Good Deed Winners

Good Deed awards of the week were announced during the program, and city winner Arlene Pen-

hallurich, 12, was on hand to personally receive her watch and gold star pin. Country winner was 13-year-old Ronnie Moore of MacGregor.

Both awards were given for daily thoughtfulness and service. Ronnie acted as errand boy for a couple who live about half a mile from MacGregor, Mr. and Mrs. Thompson. During the winter months Mr. Thompson was ill and Mrs. Thompson found it hard to get to town for supplies, medicine and mail, through the heavy snows which blocked the roads. So every day Ronnie took it upon himself to call at the Thompson home bringing all the necessary supplies.

Arlene received her award for the care and devotion she gave her mother, blind grandmother, and

(Continued on Page Fourteen)

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ABOUT THE PICTURES

Across the top of the two pages are the six scholarship winners. From left to right they are: Jeanette Grant, Denise Dupuis, Jacqueline Soltzman, Barry Craig, Ernest Zabolotny and Orest Roy.

Second Row—Left: Gloria Jean Dalli does the Irish jig. Centre: The St. Mary's Academy Choir. Right: Seven young gentlemen of distinction sing "Good Morning."

Third Row—Centre: The drumming wizard, Garry Peterson, goes into his act. Right: Mr. Moray Sinclair addresses the crowd.

Fourth Row—Left: J. Gibson and A. Parr look after technical operations. Centre: Miss Joan Sherman leads the "Good Deed Song" while winner, Arlene Penhallurich, looks on. Right: Among those present.

Lower Row—Left: Mr. Policeman sees the children across the street safely. Centre: A Junior Executive greets one of the youthful Good Deeders. Right: Mr. Gilbert Eaton presents Denise Dupuis with her scholarship.



OVER 2,000 EATONIANS ATTEND

Nineteen Lucky Ones Share \$700.00 in Valuable Quiz Prizes

"It must be the luck of the Irish," opined young Harry McKane, who came to Canada from County Tyrone only two years ago and joined Eaton's Receiving Room staff. Harry held ticket number 1134 at the Eaton's Annual Spring Dance, staged on Wednesday evening, April 12. After he answered a simple quiz, this scrap of pasteboard won Harry a complete outfit of new spring "scenery" from top to toe—suit, topcoat, shoes, shirt, tie and hat. Similarly, Kathleen McMullan (Paints Department), who held ticket number 2681, clicked with Lady Luck for a lovely black suit, black and white hat, handbag, shoes, gloves and nylons. Ticket number 1431 also won that genial Irishman, Ed Graydon (Linens), a set of dishes—and so down the line.

The fourth annual spring dance sponsored by the Eaton Assistants' Association, many felt, was the most colourful and enjoyable yet. Assistants' president, Bill McKerchar, welcomed the big crowd of Eatonians with their wives, sons, daughters and sweethearts.

With the spacious Auditorium floor and Charlie Cruickshank's top-flight band, dancing was "simply out of this world" for the crowd of more than 2,000 present.

Display men had also done a superb job in decorating the great hall with festoons of 2,200 vari-coloured balloons strung from the lofty dome of the Aud., while the stage was decked in a refreshing spring motif.

"Roll Out the Barrel"

At 10:15 p.m., committee men rolled out the barrel to centre stage and Mr. A. H. Young, Mail Order superintendent, drew the lucky numbers. Later each winner answered a quiz question put by President McKerchar. He was assisted by Ron Parker, Vice-President Stan Houston and Secretary Herb Graham.



THE ANNUAL SPRING FROLIC!!

Here Are The Winners

- No. 2286—Mr. F. Anderson, 392 Morley Avenue.
Woman's watch.
- No. 3863—Mrs. G. Matthews, 879 Garfield Street.
Blankets.
- No. 1431—Mr. E. Graydon, 960 Valour Road.
Dishes.
- No. 2532—Mr. A. Ulrich, 588 Burnell Street.
Man's watch.
- No. 1134—Mr. Harry McKane, 4 Thelmo Mansions.
Man's wardrobe.
- No. 2558—Mrs. J. Farr, 141 Inkster Boulevard.
Vacuum cleaner.
- No. 2681—Mrs. F. McMullan, 291 Parkview St.
Woman's wardrobe.

- No. 2897—Mr. A. Trohwerk, 364 Selkirk Avenue.
Man's gladstone bag.
- No. 2468—Mr. Robert Parker, 375 Victor Street.
Twin travel cases.
- No. 419—Mr. W. Wilkinson, 186 Austin Street.
Mantel radio.
- No. 3121—Mr. J. Pennell, 1527 Bannatyne Ave.
Torchiere lamp.

Seat Prizes

- Miss I. Findlay
- Miss J. Woods
- Mrs. De Forror
- Mr. Brigham

Spot Dances

- Mr. B. Knowles
- Miss G. Cole
- Mr. W. McCully
- Miss T. Cross

During intermission a short but sparkling program was announced by Harold Price. The artists included that ever-popular duo, Bert Elson and Jimmy Towns, in xylophone numbers; and the "Four Kinsmen," a fine male quartet—Vern Leatherdale, Ed Power, Tom McEwen and Frank Denner.

Avalanche of Balloons

All through the evening colourful paper hats and the popping of balloons added a note of gaiety and the charm of the carnival. The climax of enjoyment came, however, when after the quiz an avalanche of balloons descended from the dome upon the dancers below.

Midway through the evening, Mr. R. S. McCordick and Mr. Gilbert Eaton dropped in from another engagement to watch the fun.

Many "credit lines" could be given to those who helped to put over another major project of the Assistants' Association—but let's just end by saying: Congratulations and many thanks, Bill McKerchar, committee and friends!



“The Spring of Smart Simplicity”

Fashion Show is Viewed by 300 Staff Members

Education is sometimes thought of as dull and uninteresting but it can be very pleasant. This was borne out on Monday evening, March 20, when 300 members of the fashion training staff gathered in the Grill Room to learn their A, B, C's on what is fashion right for spring and summer, 1950.

The Eatonians were guests of the Company at a very enjoyable dinner followed by an hour and a half presentation of lovely clothes for morning, afternoon and evening, complete with complementing accessories. Miss Wilma Blocher, fashion co-ordinator, was commentator for the show.

Spring Table Motifs

The breath of spring seemed to be present in the Grill Room with every table bearing a colourful pot of pink, green and yellow tulips. This motif was also carried out on individual place mats.

The runway, which was placed along one side of the room, was hung with mauve and grey drapes. Along the back was a quaint white cart brimming with spring flowers and a white flowering tree from whose blossom-covered branches peeked white doves.

Softly Feminine Clothes

Fashions for this spring were lovely in their simplicity and softness of line. The showings continued throughout the week with afternoon and evening presentations. During the following week, from March 27 to April 1, London and Paris originals were presented during tea and dinner fashion shows.

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DESCRIPTION OF PICTURES ABOVE

Top Row—First: Two of the models from the “Evening Picture” on the colourful Grill Room runway—in the foreground, an embossed white organza gown over blue taffeta, and in the background, a beautiful beige marquissette dress with soutache braid and brilliant trimming. Second: “Here comes the bride” in imported Swiss embroidered net while the bridesmaids wear blush net gowns. Third: Two of the printed dresses showing fashion features for spring. In the background is Miss Wilma Blocher who gave the commentary. Fourth: Two models and more of the lovely evening gowns.

Second Row—First: The fashion staff enjoys a good dinner before the show starts. Second: Another shot of the crowd.



"And so they were Married.."

Wedding bells rang for six more Eaton girls during the past month. Just take one look at those gleaming smiles above and you can tell how happy the brides are. Best wishes to each of you. May your married life be both long and wonderful.

Top—Left: MISS FLORENCE OLAFSON (Grill Room Office) was married April 1 to Mr. Bill Wagar at Grace United Church. As a parting gift she received a set of suit cases presented by Mr. J. D. Laing, supervisor. The girls also entertained in her honour at the home of Mrs. Gladys Robinson, where she was presented with a combination waffle iron and sandwich toaster.

Top—Centre: Mrs. David Robinson was formerly MISS IVY HASKEY (Fancy Goods Workroom). Her marriage took place March 18 at Calvary Temple followed by a reception at Moore's. As a parting gift she received an electric tea kettle presented by Mr. L. W. Shaw, assistant.

Top—Right: Young United Church was the scene of a wedding on March 21 when MISS IRENE NORE (Adjusting Bureau) became Mrs. Ken Bard. As a wedding gift from her associates, she received a satin-bound blanket presented by Mr. R. J. Clydesdale, assistant.

Lower—Left: MISS SHIRLEY WEST (Correspondence Office) became Mrs. Al Arnason at the home of Rev. P. M. Petursson on March 18. She received a pair of blankets as a wedding gift, presented by Mr. R. B. T. Whitbread, supervisor. At a shower held by Miss Joan Cancilla she received a gift of linen from her associates.

Lower—Centre: MISS BETTY SCHRAM (Cash Office) was married April 6 to Mr. Eric McLennan at Sparling United Church. Her parting gift was a table lamp presented by Mr. J. Howard Keys, head of department, at right in picture. She was also honoured at a miscellaneous shower held by Miss Vera Bale.

Lower—Right: The M.O. Exchange staff presented MISS OLIVE TOWNSEND with a table lamp when she left to be married, Mr. G. W. Robinson, head of department, doing the honours. The girls of the department also held two showers for her, one at Miss Margaret Agnew's where she received a bedthrow and pillows, and a miscellaneous shower at the home of Miss Georgie Couture. She became Mrs. Fred Marks on March 22 at St. Stephen's Church.



Lower Left—Mr. Ross wonders what's in the box presented by Mr. A. Cann . . .

Top Right—But now he makes a trial cast as Mr. Douglass looks on.

SALUTE TO A GREAT SEEDSMAN!

MR. PETER ROSS CELEBRATES 40 YEARS WITH EATON'S

The growth of Winnipeg Store's Seed Department under the conscientious, able and expert leadership of its supervisor, Peter Ross, was stressed during a presentation to Mr. Ross on Thursday, April 6, to mark his 40th anniversary with the Company.

The speaker, Mr. Gordon Douglass, supervisor, Groceries (an old friend and associate), gave one example of the Seeds' remarkable progress under Mr. Ross. When the latter took over this department in 1916, the season's output of seed packets was in the thousands and the work done by hand. Today, with two machines working steadily since November 1, the number of seed packets put up runs into several millions. To do this quantity by hand would take two operators about three years.

Fishing Gear Presented

Mr. A. Cann, assistant, made the presentation to Mr. Ross of a fishing outfit. As her share in the occasion, Mrs. Ross was sent a bouquet of red roses. Mr. Cann said that the success enjoyed by Mr. Ross was no doubt due to his inherent love of the merchandise he sold and his complete knowledge of all angles of the trade.

Mr. Ross, in thanking the gathering, spoke briefly of his apprenticeship served in the seeds and nursery business in Aberdeen, Scotland. He also stressed the good quality of seed sold by the Company and pointed out that until recent years a large percentage handled by Eaton's had been imported from England and the Continent. Of late

years, however, it was found that better seed could be produced right here at home.

It was a matter of pride, too, that Winnipeg's Seed Department supplied all Eaton stores from Port Arthur to Victoria, added our seed expert, who started with Eaton's Grocery Department, "But they couldn't make a grocer out of me."

Mr. and Mrs. Ross have two sons and two daughters. One son, Lieut.-Col. Norman Ross, was badly wounded at Falaise and is now occupying a military post at Washington, D.C.

In hobbies Mr. Ross's first love is still gardening—"But my wife has given me permission to ease up a bit and do a spot of fishing." And Pete (as he's known to his host of friends) is a great fishing fan. So enthusiastic, in fact, that he didn't flinch when this scribe had to cut a fish hook out of Pete's thumb with a dull razor blade out on Lake Malachi a few years back!

Sales Office Honours Miss Elva Bell

"It was a wonderfully happy day for me," said Miss Elva Bell (Sales Office), who celebrated her 30th anniversary with the Company on March 15.

On behalf of the staff, Mr. Bruce Sutherland, supervisor, presented Miss Bell with a lovely Moorcroft lamp and console table, while her desk was overflowing with individual gifts and tokens. To make the day complete there were cards, telegrams and messages bearing good wishes from friends near and far.



Mrs. Adeline Bean

'Twas 30 years ago on March 25 that Mrs. Adeline Jane Bean from Leeds, Yorkshire, England, joined the Company. Thirty years well spent as seamstress in the Women's Alterations Department. Congratulations, "Beanie," from a host of friends all over the store.

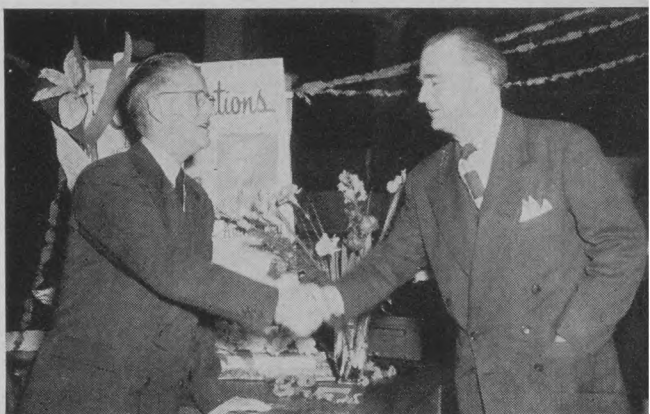
On behalf of the Company, Mr. L. MacKechnie thanked Mrs. Bean for her loyalty and efficiency and presented her with a beautiful travelling bag and gloves on behalf of the staff.

"All I need now is the 25th of May!" exclaimed Mrs. Bean, who is planning to spend a well-earned vacation in England with her family. May 25 is the day of departure.

George Lovell Celebrates "30th"

Thirty years with Eaton's was celebrated by Mr. George Lovell (General Office) on March 29.

Congratulating George and thanking him on behalf of the Company for his loyal service, Mr. R. B. T. Whitbread, supervisor, presented him with a bridge set of table and chairs, a gift from the General Office staff.




Albert Stuart Davidson

"Davy" to his legion of friends, celebrated three decades of Eaton service on April 8 when he was presented with a Ronson table lighter by Mr. W. Gray, supervisor, M.O. Advertising, on behalf of the staff. The warm-hearted Scot also received a load of anniversary "loot" from other admirers.

1920 — Congratulations! — 1950

Heartiest Congratulations To the Following People
Who Joined the Company 30 Years Ago
and Celebrated Their Anniversaries During April

MR. HENRI VOEGELI (Lunch Room staff) April 23
MR. SAMUEL J. BOYCE (Receiving Room) April 12





Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club

ELMA E. GIBSON

That sunny smile Elma Gibson is wearing in the picture is not merely her "birthday smile." As many hundreds of Eatonians who frequent our Employees' Cafeteria know, Elma's smile is from the heart and it never changes—she just naturally likes people. On March 25 Miss Gibson celebrated her quarter century with Eaton's.

It was a gala event with a dinner party at Moore's and the presentation to Elma of a gold watch from the Employees' Cafeteria staff and friends. For good measure 1100 Department also presented Elma with a lovely travelling case for the long holiday she plans to take in the Southern States and to her former home town, Perth, Ont.

"I've had a wonderful 25 years with Eaton's," said Miss Gibson, who directs the service in our Employees' Cafeteria so ably.

"We all think she's just swell!" volunteered the girls Elma works with. "Elma is always fair and square (oh, yes, she will check you if and when you need it), but she's so kind and considerate . . . a real friend to the girls when they're away ill." And folks, when the gals go "all out" like that for another of their sex, it's sure to be a 22-karat tribute!

WILLIAM WILKINSON

Another staff member who belongs to the younger group of quarter-centuryites, Bill Wilkinson joined that illustrious club of old-timers on March 23. To mark the occasion he was presented with a "posh"-looking occasional chair by Mr. Albert Wrigley, head of department, on behalf of 1100 staff.

A Yorkshireman by birth, Mr. Wilkinson has spent his entire Eaton service with 1100 Department and today is with the Bakeshop staff. Bill served overseas with the 12th Manitoba Dragoons during the second world war and today likes curling, gardening and golf in his leisure hours.

Mrs. Wilkinson was Miss Marie O'Callaghan, also of 1100 Department.

*

Left Picture:
Elma Gibson surrounded by her admiring associates.

Right Picture:
Bill Wilkinson (right) is congratulated by Mr. Albert Wrigley, head of department.

Twelve

Welcome to the Quarter-Century Club

MISS KATHLEEN WAYWOOD

Head of Department, Alterations

This is not only a report of Miss Kay Waywood's quarter-century anniversary—it is also the success story of a young girl who, through application to the job at hand, intelligence, hard work and a capacity for management, rose to head of her department.

On Saturday, March 25, Miss Waywood's desk was gaily decked in honour of her quarter century—and loaded with tributes of affection from staff members and friends. The highlight of her big day, however, was when, on behalf of Miss Waywood's associates, Mr. L. MacKechnie (Merchandise Office representative of fourth floor departments) presented her with a gold wrist watch.

There were also numerous other individual gifts from friends around the store. Throughout the



day, too, Miss Waywood received many calls and messages of congratulations from admiring friends.

Winnipeg born, Kathleen Waywood started with Eaton's as a seamstress. Four years later she was promoted to fitter. Finally, on the retirement of Miss Edith Collins, Miss Waywood was appointed to head of department in the Alterations Workroom.

Yes, Kay Waywood literally grew up with her department and today heads one of the most efficient alteration workrooms in the Company.

Keenly conscientious, she also has an expert's knowledge of garments, while as a fitter, is considered without a peer in the West. When she started with Eaton's, the Alterations staff consisted of three fitters and about a dozen seamstresses. Today there are 14 fitters and an additional staff of 53 other personnel.

Kindly, understanding, Miss Waywood has developed an esprit de corps in her department of which her staff and management are very proud. All wish her a happy quarter-century holiday on the West coast!

This "Orchid" To Whom It May Concern—Was Received by the Shopping Card Office

"I wish to express my sincere appreciation to you and the Company for your kindness in forwarding my parcel without delay, as no doubt if it had been held back for full postage there would be very disappointed children on Easter morning, as it was Easter eggs.

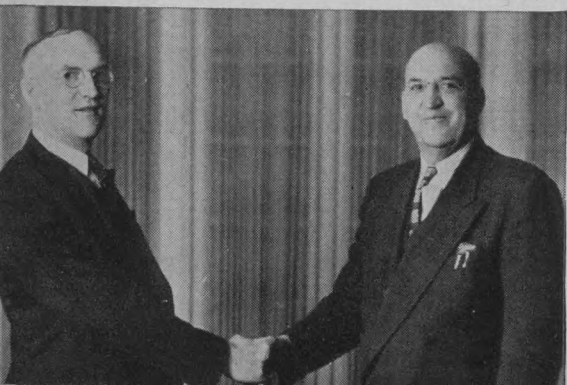
"I would also like to take this opportunity of letting you know that over a period of many years we have not lost one parcel sent through your Company and have received all kinds of compliments about the wonderful condition the goods have arrived in, also the beautiful way the Christmas parcels were all wrapped."

TERRIFF ACHESON

Tall, smiling, gentlemanly Terry Acheson (section head of the Fresh and Smoked Meats) celebrated his 25th year with Eaton's on March 31, when he was presented with a handsome living-room table by Mr. W. Hodgson, supervisor, acting for the staff.

Thanking Terry for his splendid record with the Company, Mr. Hodgson spoke of the former's popularity with Eaton employees and customers alike. Many of our readers, also, will recall that Terry Acheson won a prize for his courtesy, alertness and selling ability in an Eaton sales and service campaign a few years back.

Mr. Acheson (left) and his chief, Mr. W. Hodgson



Terriff Acheson was born in Markdale, Ont., and during the second world war served as a corporal with the Winnipeg Grenadiers. Mrs. Acheson was Miss Marjorie Hood (General Office) and they have two daughters, Kay and Ina. Church and Masonic work plus a spot of gardening occupy Terry's leisure hours.

Welcome to the Quarter-Century Club



GEORGE ALEXANDER ANDERSON

Tuesday, April 11, was a big day for Mr. George A. Anderson, of M.O. Packing, for that is when he became a member of Eaton's Quarter-Century Club. Mr. Anderson is a packer in the M.O. Department, a job he has held since joining the Company. As a gift from his associates, the honoured man received a mantel clock and a torchiere lamp, which were gaily wrapped and ready for him to open when he came in to work.

George Anderson was born in Aberdeen, Scotland. He served overseas during the first world war as a corporal with the Fort Garry Horse. His wife is the former Miss Thora Nelson of the Notions Department, and the Andersons have one daughter, Mrs. Georgina Shoell. An ardent golfer and curler, Mr. Anderson is a member of the Valour Road Curling Club and the Eaton Golf and Curling Clubs.

Congratulations on your fine achievement, Mr. Anderson!

BJORN GUTTORMSON

Never late for work in his 25 years with Eaton's is the proud record of "Barney" Guttormson, as he is popularly known to his fellow Eatonians in the Drapery Workroom, who joined the Quarter-Century Club on Thursday, April 6. To mark this important milestone, Mr. Sam Patterson, head of department, presented Barney with a Pak-away travelling bag on behalf of the staff, while Mrs. Guttormson received a lovely bouquet of flowers. Mr. Patterson spoke of Barney's efficiency and dependability.

Of true Viking descent, Barney was born in Iceland—that staunch little island whose native sons and daughters contributed so much to the development and cultural life of Manitoba. Before joining Eaton's Mr. Guttormson spent 20 rugged winters in the fishing industry on Lakes Winnipeg and Winnipegosis. He also served with the infantry in World War One.

Mr. and Mrs. Guttormson have two sons, John and Norman, and two daughters, Mrs. Kerr-Wilson and Mrs. James Storry. A home-loving man, Barney likes to garden and putter around the house.

ALFRED WILLIAM HARVEY

Members of the Jewellery Workroom staff extended congratulations to Mr. Alfred Harvey on April 13, the day he became a member of the Eaton Quarter-Century Club. Born in Aberdeen, Scotland, like many of his countrymen Mr. Harvey is a watchmaker by trade and has been with the Workroom staff since joining Eaton's.

A quiet-mannered, skilled and conscientious worker, Alfred Harvey is well liked by his fellow associates. He is married and has one daughter, Evelyn Margaret. Golf is a sport which his Scottish heart delights in, and he also likes to shoot and hunt.

Alf is planning a motor trip to the southern United States with his family during his Quarter-Century holiday. Friends and associates wish him happy holidaying.



EATON GOOD DEED SCHOLARSHIPS AWARD

(Continued from Page Five)

baby sister. Recently her mother was taken sick and the full responsibility of the house fell upon Arlene. To these exceptional young people go sincere congratulations.

180 New Performers

Another entertainer on the program was Gloria Jean Dalli, 11, who danced the Irish jig and sang "MacNamara's Band." Including the performers on the final theatre party, 180 newcomers have ap-

peared on the Good Deed stage and earned their gold star pins for talent during the past season. The Eaton Good Deed Club has been functioning in Winnipeg for the past 11 seasons and this is the fourth year that scholarships have been awarded.

The scholarship winners presented their prize-winning numbers over CBW on Tuesday evening, April 4, in a special half-hour broadcast. The Good Deed Club will return to the air next September for its twelfth season.

So Long and the Best of Luck!

It would be impossible within the limits of these pages to tell the story of loyalty and devotion given by each of the Eatonians pictured in this issue, who recently retired. Through good years and lean years their skill and experience, their cheerfulness and dependability have been invaluable to the Company. More than that, they have been a shining example to the younger generation who follow in their path.

Pictures show these grand old-timers being honoured by their fellow Eatonians.

AGNES BISHOP (M.O. Dress Goods), 33 years. Retired March 21. Presented with a cedar chest by Mr. P. H. Longstaffe, head of department. Also honoured with a dinner at the Homestead where she received a token gift.

ISABELLA DREVER (Drugs), 27 years. Retired March 24. Presented with a silver tea service by Mr. N. M. Gray, head of department, during a breakfast party in her honour at Moore's. Also received many individual gifts.

HILDA ELLERBECK (Boys' Furnishings), 21 years. Retired March 24. Presented with a satin comforter and a mantel radio during a dinner in her honour at the Homestead. Presentations were made by Mr. A. L. Best, supervisor, and Mr. S. Hill, head of department (at right in picture).

CHARLES CHEATER (Carpenters), 8 years. Retired March 24. Presented with a fishing rod and reel by Mr. C. S. Blenkhorn, head of department, during a luncheon in Mr. Cheater's honour at Moore's.

ANDREW McAULEY (M.O. Women's Coats), 34 years. Retired March 21. Presented with a mantel clock by Mr. Graham Scrivener, supervisor (at right in picture).

DOROTHY BOWERY (Fancy Goods Workroom), 31 years. Retired March 21. Presented with a folding umbrella by Mr. P. H. Cranston, head of department. Also received several individual gifts.



So Long and the Best of Luck!

RICHARD J. WOOD (M.O. Drugs), 33 years' service. Retired April 1. Presented with chimes clock by Mr. Herb Green, head of department.

JAMES H. LOCKHART (left) (Receiving Room), 36 years' service. Retired April 1. Presented with a mantel radio by Mr. Dan Galbraith, head of department. In picture, Norman Reid wishes Jimmy good luck.

ALBERT E. CHURCHES (Elevators), 32 years' service. Retired April 1. Presented with bedthrow by Mr. Alex Bowman, head of department.

ROBERT OWEN (Western Buying), 23 years' service. Retired April 1. Presented with a number of gifts from associates during a party at home of Mr. Frank Frogley, head of department.



Eaton Riders Gallop Into Spring

There's a fraternity among horse lovers that makes their faces light up like children going to a picnic when you start talking about colts, thoroughbreds, sires, dams and stable gossip.

This was evident when Mr. W. B. Pickard, superintendent, gave Eaton Riding Club members a vivid word picture of those famous thoroughbred horse farms around Lexington, Kentucky, during the club's annual meeting held at Store closing on Tuesday, April 11, in the Grill Room.

President Ray Monteith was in the "saddle." He reviewed the past season and looked for more mounted activities this summer. Mr. A. D. MacDonell ran off the election of officers (pictured here), Ruby Williams gave the secretary's report and Pearl McCartney read the treasurer's report.

Piano selections by Tom Laidlaw and community singing during the "feed bag" period made a delightful round up.

Eaton Riding Club Executive

Back Row—Vi Hood, Bella Nash, Jean Sutherland, Mary Ott, Ruby Williams, secretary; Dorothy Scarth, Edythe Course, Mildred Carlson, Joyce Farmer.

Front Row—Pearl McCartney, honorary president, and Ray Monteith, president.



Mr. W. B. Pickard

The New Executive

President Ray Monteith



Maitland and Harris Win Dailley Shield

Men's Bridge League Holds Annual Wind-up

Now in its third year, the Eaton Men's Bridge League founded (like several other successful staff activities) by Mr. W. G. B. Dailley, held its 1949-50 season's wind-up at Moore's on Thursday evening, April 6, and from all accounts it was a "grand slam" of enjoyment! Chairman E. C. Loveridge presided.

Following an evening of studying the pasteboards while puffing contentedly on pipes and cigs, came the prize presentation by Mr. Dailley.

The Dailley Shield, representing the championship, went to P. Maitland (233), and G. Harris (270), of Group "B" (the dark and handsome young Eatonians seen in picture). They also received engraved miniatures of the trophy and sport shirts for good measure.

Group "A" Winners

A. Taylor (retired) and S. E. Coone (retired) (nice to see you gentlemen of leisure getting your hand in!). Their share of the prize loot was Ronson lighters.

Group "C" Winners

S. B. Evans (345) and J. Watt (345) also presented with Ronson lighters.

Wind-up Evening Winners

First: V. Fotheringham (104) and R. Robinson (108) presented with bill folds. Second: W. McCormack (937) and J. Blair (937) each received double decks of cards.

New Officers

Mr. W. J. McKeag was elected chairman for the new season of 1950-1951.

Secretary: P. Maitland (233).

M.O. Representative: J. Dewar (Radios).

M.O. Representative: R. Orr (1766).

Store Representative: R. Robinson (108).

Store Representative: G. Harris (270).

Past President: E. C. Loveridge (146).



Top—Mr. Dailley presents the championship shield to P. Maitland and G. Harris.

Centre—Among the bridge fans present, left to right: T. Ewart, L. Wimble, K. Sutherland (hidden) and R. H. Bissett.

Lower—Left to right: D. McPherson, S. Swartzman (hidden), W. Whale, W. J. Kulesza. Standing: G. Evans (retired).

A Bouquet For Mrs. H. Bees

A Sherburn Street customer writes in part:

"I have a broken wrist and do not feel like going down town amongst so many people, so yesterday I phoned Mrs. Bees, at the store, and asked her if she would send me a dress which she thought would look well on me. It came this morning, and had I picked one out myself it couldn't have suited me any better. It is so nice to think that a saleswoman really takes an interest in finding just what suits the purchaser, and is so pleasant about it."

Smart, Cool, Business-Like!

Dress Regulations For Spring-Into-Summer

Summer dress regulations will be in effect from May 1 until September 5 and on Wednesday mornings during the months of April and September.

These permit pastel shades, all white, or small patterned prints. The desired business-like appearance is obtained by the choice of conservative pattern and style.

YOU... and The T

Monday, May 1 - -

Did you ever stop to think that there are ten Eaton employees to every mile across Canada from St. John, Newfoundland, to Victoria, B.C.? That, folks, adds up to a family 40,000 strong. And yet, just like yourself, each member never loses that feeling of "belonging." Each takes a pride in being part of this great Canadian institution whose highest ideals are to be of service; to work for the common good and for the welfare of its staff.

**That's Why We Eatonians Are Always Ready To "Roll Up Our Sleeves"
and Tackle a Big Job Like**

THE TRANS-CANADA SALE of Monday, May 1 and Tuesday, May 2

You and all of us realize that the most important factor in business is the customer . . . we also realize that this is our Company's most important sale of the year.

NOW IT'S OUR TURN!

By long-range planning the Trans-Canada committee have done their job in bringing merchandise of outstanding quality and representing many thousands of dollars in savings to Canadian homes. Now it's our turn!

With summer just ahead and vacation days coming up there are a hundred and one needs waiting to be satisfied in every home. This may place a "Christmas-like" strain upon the system, but our customers will expect traditional good Eaton service.

Here is a challenge for Winnipeg Eatonians! Let us charge our service with comradeship and enthusiasm! Let us go forward determined to put Winnipeg Store in the forefront with the finest service and the greatest sale in TRANS-CANADA history!

Trans-Canada Sale!

- - - **Tuesday, May 2**

Employees' PREVIEW..Early Selling PLUS \$600.00 in CASH PRIZES

For the Benefit of Eatonians and Their Families—on Thursday and Friday, April 27 and 28, there will be a two-day PREVIEW of All the Good Things presented in the Big TRANS-CANADA SALE.

During this period Eaton employees and their families will have an opportunity to purchase all the sale items in which they are interested. This Preview and Selling will take place in the Donald Street Annex (enter by Donald Street door).

"TICKETS PLEASE!"

To attend the Preview, with its \$600.00 in attendance prizes, you will need a ticket. These Preview tickets will be distributed at staff meetings which will be held in all departments on Wednesday, April 26. Each ticket will be in three sections. The *first* section will admit employee to the Preview and should be retained by you as your numbered stub in case you win an attendance prize. The *second* section will admit your wife or other member of your family to the Preview at their own convenience. The *third* and numbered section you detach and place in container at doorway to Preview, writing your name and department on back—and good luck to you! Winners will be required to answer a simple merchandise question—(we'll wager it won't stump you!).

GET YOUR COPY OF THE 24-PAGE FLIER

At your departmental staff meeting you will also receive a copy of the big 24-page flier packed with practically everything needed by the Canadian family.

103 Attendance Prizes:

1st Prize \$50.00

2nd Prize \$30.00

3rd Prize \$20.00

One Hundred Prizes of \$5.00 each

Recreation In Your Garden

By Peter Ross, Supervisor, Eaton Seeds Department

Plan For Profit—But Allow For Pleasure

There's an old Chinese saying which goes something like this:

To be happy for a week—get married.

To be happy forever—become a gardener.

But even in gardening there are many problems to be overcome and many reverses to be suffered. Hopes are, however, at their highest in the spring.

Often the difference between a successful garden and a poor one is nothing more than a plan. The plan may be a simple sketch on a scrap of paper on which notations are made of the crops you intend to grow and their location in the garden, or it may be an elaborate scale drawing showing all the details. It matters little which you use, the essential point is to have a plan and stick to it.



Plan for Profit

When To Plant

Most seeds should be sown as soon as soil and climatic conditions are suitable in early spring. Varieties such as broad beans, onions, parsnip and spinach, also sweet peas, should be sown as early as possible for best results. Bush and pole beans, sweet corn, citron, cucumber, muskmelon, watermelon, pumpkin, squash and vegetable marrow should not be sown until the soil is good and warm. Chinese cabbage and Swede turnip are best when sown about the middle of June.

Miles and Miles of EATON'S Seeds!

The garden peas and sweet peas packaged by Eaton's, Winnipeg, this season, if placed in a straight line, each seed touching the other, would make a straight line of 715 miles, or if sown at the recommended rate, would make a continuous straight row of approximately 1,430 miles.

If the seed packets put up for this season's business were placed end to end in a straight line, they would cover a distance of almost 250 miles.

* * * *

Packing—The Last Operation

"June reared that bunch of flowers you carry, from seeds of April sowing."



Allow for Pleasure

Successional sowings may be made of radish, lettuce, peas, spinach and some other crops.

Flower seeds should be sown as soon as soil and weather conditions will permit. Some of the slow growing varieties should be started indoors and the plants set out at the proper time. Before sowing your garden seeds be sure that the soil is mellow and friable. Small seeds will not germinate satisfactorily in rough, lumpy soil.



* * *

Plant Food Is Necessary

In addition to good seed, it is becoming more and more essential to apply barnyard manure or commercial fertilizer to replace the plant food elements which, in most gardens, are becoming depleted, resulting in poor crops or in vegetables that are lacking in health-giving minerals and vitamins.





Top Row—Left: Mr. Cowley is presented with a railroad by Mr. Billy Wilson (left). Centre: "You'll have to wait till we get home to play with your train," Mrs. Cowley tells her husband. Right: Among those present.

Lower Row—Left: Bill Liver and Henry Gilbert "trip the light fantastic." Centre: Miss Rose Castelaïne accepts the curling trophy, presented by Bob Hutton. Next is Sammy McCallum and partner, and finally The Boss and Mrs. Cowley.

Choo! Choo! Mr. Cowley Gets a Train!

Sporting Goods "Railroad" The Boss At Big Staff Party

When a daddy won't stop playing with his son's electric train there's only one thing to do—give him a train and a few yards of track. That's what the sporting goods staff did when Mr. F. N. Cowley celebrated his 30th anniversary with Eaton's on March 15.

Presentation of the C.M.R. (Cowley Miniature Railway) was made by Mr. Billy Wilson, head of department, M.O. Sporting Goods, during a staff party held on Thursday evening, March 23, at the St. Vital Legion, attended by some 90 members, wives, et al. Mrs. Cowley was also a guest of honour.

After handing over the railroad, Mr. Wilson then presented Mr. and Mrs. Cowley with a silver thermos ice cube container as an anniversary remembrance from the staff.

Presentation of the department's championship curling trophy was made to Miss Rose Castelaïne by Mr. Bob Hutton. Dancing to a peppy five-piece orchestra and a gay social evening ended one of the most enjoyable evenings on the Sporting Goods calendar.

THERE'S ALWAYS TIME FOR COURTESY . . .

A Grosvenor Avenue Customer Sent the Company This "Bouquet" Which We Are Happy to Pass On:

"I would like to commend the interest, courtesy and service of No. 39* at the Battery Section of the Sporting Goods Department.

"I had a flashlight left there since I returned from the summer cottage and it was badly corroded. I told him to throw it away if spoiled. He worked a long time with it, showing unusual perseverance, and in a garage there would have been a time charge. The sale was small and I think a young chap of this type deserves commendation as he adds to Eaton's reputation for service. This is what brings Eaton patrons back for larger purchases."

*** No. 39 Is Mr. Joe Van Every—Will You Please Take a Bow, Joe?**



Top Row—Left: Mr. G. M. Eaton. Centre: The champs—George Allan, Bob McCormick, Bill Cousins, Isaac Kilpatrick. Right: President Jack Morrison.

Centre Row: Watson Wood (left) receives prize from Mr. A. D. MacDonell.

Lower Row—Left: Bill Wilkinson (left) receives prize presented by Mr. G. M. Eaton. Right: Andy Duncan is handed trophy by Mr. A. D. MacDonell.

Eaton Curlers' Gala Night

Top Brass in Curlingdom Are Honour Guests at Wind-up

"With a membership over 400 strong, plus a comfortably appointed rink of their own, Winnipeg Eatonians have one of the largest curling organizations in the world." The speaker was President Jack Morrison and the occasion was the annual dinner and presentation of prizes held at the Royal Alexandra Hotel on Tuesday evening, April 4.

At the head table with Mr. Morrison were: Gordon Hudson, past president, Dominion Curling Association; R. G. Wright, first vice-president, Manitoba Curling Association; Bob O'Dowda, secretary, Manitoba Curling Association; Wilf Young, representing sister clubs.

Gordon Hudson said that Canada had 1,700 curling clubs with a total membership of 70,000 people.

George Allan and Rink Presented with the McGee Memorial Trophy by Mr. Gilbert M. Eaton

"Emblematic of the championship, the McGee Trophy," said Mr. Eaton, "was endowed by the man (the late Mr. Harry McGee) who was mostly responsible for the building of our Winnipeg Store." In a tribute to the game, Mr. Eaton spoke of the many friendships he had made during the two years he had curled with the Eaton Club.

Among other speakers were: Earl Ramsay, treasurer, who proposed a toast to the D.C.A. and M.C.A.; Bruce McIrvine, who spoke eloquently of curling's contribution to true sportsmanship; Ross Wright, A. H. Young, A. D. MacDonell, Jim Johnston, Wilf Young and Johnny Buss. Following the presentation of prizes, a short but scintillating show was run off by Sam Fleming.



Top Row—Left: Mr. Jim Johnston presents No. 9 Group trophy to Eric Moore (left). Right: Jack Johnston receives No. 7 Trophy also from Mr. Jim Johnston.

Second Row—Left: Cy Rowland (left), No. 8 Group winner. Right: Fin Tease, past president; Earl Ramsay, treasurer, and Bobs O'Grady, secretary.

Third Row—Mr. Eaton presenting the McGee trophy.

Fourth Row—Left: Bruce McIrvine. Right: Doug Howat and Ross Wright.

Fifth Row—Bill McKnight, club champion, receives awards from Mr. A. H. Young.

Sixth Row—Left to Right: Gordon Hudson, Johnny Buss, Wilt Young and Ross Wright.

The Prize Winners

McGee Memorial Cup: George Allan (skip), R. McCormick, W. Cousins, I. Kilpatrick. Runner-up: G. Agnew (skip), J. Johnston, K. Darroch, K. Prynne. Consolation: Bill Wilkinson (skip), P. Dyson, J. McLennan, Harold Tooood. Runner-up: J. Ludlow (skip), C. Hall, W. Kregar, J. Bowman.

Club Championship: Bill McKnight (skip), E. Moore, J. Ross, W. Sanderson. "A" Group: Bill McKnight, E. Moore, J. Ross, W. Sanderson. "B" Group: A. Duncan (skip), D. Kirkland, T. Menzies, C. Borse. "C" Group: W. Kittson (skip), A. Curtis, D. Tones, C. Dartnell. "D" Group: R. McDonald (skip), A. Barry, H. Gilbert, D. Shaw. No. 2 Group: I. Dickon (skip), T. Elliott, F. Halderon, D. Ward. No. 3 Group: H. Clane (skip), A. Ross, H. Driver, J. Wilson. No. 4 Group: Bill Hay (skip), H. Sheidow, W. James, H. Rodgers. No. 5 Group: A. Duncan (skip), G. Lewkowich, W. Dawson, F. Roy. No. 6 Group: J. Young (skip), W. Alexander, G. Marks, W. Ross. No. 7 Group: G. Agnew (skip), J. Johnston, H. Darroch, R. Prynne. No. 8 Group: C. Rowland (skip), H. Lindsay, G. Stokes, R. Wright. No. 9 Group: E. Moore, W. McKnight, F. Farnfield, D. Beck. Night Staff winners: V. Humbert (skip), M. Schappert, W. McCartney, E. Duncan.





Top Row—Left: Among those present. Right: President Morrison (standing) welcomes the guests.

Lower Row—Left: Chef Henri Voegeli (left) and his singing "waiters," Chuck Smith, Rod Davies, Don (Oklahoma) Kirkland, Johnny Young and Bill Falls. Right: The champions, Skip Johnny Young, Walter Alexander, George Marks, W. Rees.

Painters Present Perfect Evening!

Jack Morrison's "Happy Gang" Stages Four-Star Wind-up

Always a standout, this year's wind-up of our Painters' Curling League, held at St. Vital rink on March 24, hit the peak of enjoyment for food, fun and what's-next-on-the-program! Under the direction of Grill Room, chef Henri Voegeli, the food was simply out of this world! The piece-de-resistance was a plate heaped with tender cold turkey, Virginia baked ham, salad and steaming creamed potatoes au gratin.

For this masterpiece, Henri (who celebrated his 30th anniversary with Eaton's in April) was called to the head table and given a richly deserved ovation plus a gift from Jack Morrison and his "happy gang." Blushing a deep pink, Henri departed amid deafening cheers.

Seated with Mr. Morrison at the head table were President Don Ticehurst, Sayre Blenkhorn, carpenters' chief; Albert Wrigley, head of department, Grill Room; Bill Falls, past president; Jack Newton and Dan McInnes.

About 50 sat down to tables gaily decked in Eaton colours of blue and white streamers, while a squad of volunteer waiters served the aforesaid "nectar from the gods."

Before proceeding with dinner, chairman Morrison called for a silent tribute to the memory of the late George Bewick, beloved member of the club, who recently passed away.

Credit Lines

President Ticehurst thanked his committee for their fine support and had a special word of praise for Chuck Smith, secretary-treasurer, who got a big hand.

Skip Johnny Young, whose rink won the grand aggregate and championship, was then presented with the awards for himself and crew, after which other prize winners received their "loot."

On the Program Side

—should be mentioned: the sing-song directed by Maestro Morrison with his lyric tenor and beatific smile — the made-to-order wisecracking by Fred Lambert and Oscar—and Holt Boyd, accompanist.

And finally, a great big hand of applause goes to Ernie Hawkins for a selection of sound pictures featuring sport highlights, old-time drama, etc., that wound up a grand evening in anybody's book!

Champions—Johnny Young, skip; W. Alexander, G. Marks and W. Rees.

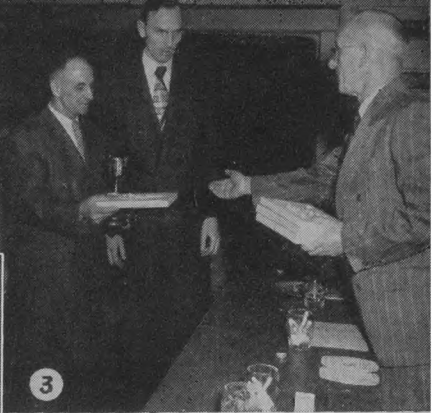
Runners-up—Andy Duncan, skip; Don Kirkland, G. Noakes and W. Purdy.

Someone once asked the former Prince of Wales, "What is your idea of civilization?"

"It's a good idea," replied the Prince. "Somebody ought to start it." —De Laval Monthly



(1)—"A" Division prize winners.
(2)—Jack Johnstone (left) honoured.



(3)—McClure Trophy presented by Jim McClure.



(4)—"B" Division winners.
(5)—Consolation winners.
(6)—Among those present.



Jack Gillies' Rink Takes Despatch Crown!

A breezy he-man evening of song, food, fun and prizes ended the season for the Despatch Curling Club on March 29 at the Fort Garry Curling Club. President Bill Evans, aided by Dave Deally as M.C., kept things rolling in high gear and everybody had a grand time.

Championship Trophy Presented

Hon. President Jim McClure presented the McClure trophy, emblematic of the championship, to skip Jack Gillies and his teammates Norm Locke, third; Bill Andrews, second, and Wes Fidler, lead.

Mr. McClure congratulated the league on its sportsmanship and the committee on its fine work over the season. He also complimented skip Gillies who, while taking a four-ender at the start, was one down at the end of the ninth, but came through and won out.

"A" Division awards were presented by Past-President Jack Johnstone to skip Ellsworth Sigvaldson, Bill Patterson, Ken Merrett and Al Derraugh.

"B" Division prizes were presented by Bill Hurlburt to president and skip Bill Evans, Jim Salmon, Art Creak and Frank Philpott.

Consolation awards presented by Harry Shimmens went to skip Earl Price, John Paisley, Frank Baron and Jim Batty.

Began with One Sheet of Ice

Reminiscing a bit, President Evans said that it was over 20 years ago that a few of the Despatch boys decided to form a club, and their first bonspiel was held on one sheet of ice. The club grew, however, and now comprised 12 rinks recruited from all over the store and mail order—a splendid way for Eatonians to get to know each other!

Mr. Evans paid a fine tribute to Jack Johnstone for his unwavering support of the club over the years, even though Jack had never been fortunate enough to get into the prize list. On behalf of the club Mr. Johnstone was presented with a handsome pin seal wallet.

Man-size refreshments and a sparkling program rounded out an invigorating evening with old friends. Artists were Alex Mackenzie and his piano accordion, Hugh Picken, songs and piano; Harry Hickling, "South Sea Varieties," and Bill Evans in impersonations.



Top Row—Left: The three top score winners, Chuck Smith, Mrs. Dorothy Thompson and Johnny Weston. Right: The runners-up, Bob Shustrovie, Jean Kodak, Jean Smith, Mrs. J. Lough and Art Wagner.

Centre Row—Mr. Jack Morrison, head of department, holds up the booby prize while Chairman Bill Melnyk looks on. Right: Mr. and Mrs. Morrison were guests at the head table, and Mrs. Morrison was presented with a bouquet of flowers by the bowlers.

Lower Row—Left: The "winnahs," Larry Krietz, Sheila Wagner, Harry Saladin, Evelyn Shustrovie and Bob Smith. Right: A view of the banquet tables.

Painters and Wives "Big 6" Wind-Up

A novel bowling league, the "Big 6," set up this winter by the painters and their wives, has proved a lot of fun. So when wind-up time rolled around, the group decided to have a really gala celebration.

The party took the form of a banquet and dance at Moore's on Wednesday evening, March 15, under the able chairmanship of Bill Melnyk, president of the league.

Following the dinner, trophies were presented to the winning team captained by Larry Krietz, with the following members: Mrs. Sheila Wagner, Harry Saladin, Mrs. Evelyn Shustrovie and Bob Smith. Six teams in all (hence the name "Big 6") have competed for top place during the year and so every team received a prize. The booby spot went to Bob Shustrovie's team, including Jean Kodak, Jean Smith, Mrs. J. Lough and Art Wagner.

Chuck Smith came in for a little personal glory when he received an award for the men's high three-game score for the year, a neat 746. Mrs. Dorothy Thompson took both the women's high single with a 311, and the women's high three games with 753. Johnny Weston captured the men's high single with 316.

Many thanks to the committee who did such a grand job on the bowling league during the year, Bill Melnyk, Sam Hives (assistant), and Bill Falls. All have enjoyed themselves so much during this first trial year that they have decided to make it an annual event.

Reading Down in Pictures

- (1)—The fun started with a delicious chicken dinner.
- (2)—Mr. President Bingham receives his prize from Mr. R. B. T. Whitbread. (Treasurer Thompson in centre.)
- (3)—Mr. and Mrs. Simmers (right) and Mrs. Whitbread chat with Mr. Whitbread and Contacts' editor.
- (4)—The champions, left to right: Bea King, George Boyd, Sybil Hannesson, Elsie Craig. Missing from picture, Marie Coghlin.
- (5)—Mr. Whitbread presents prize to Al. Sizeland, captain of runners-up.



Torontonians Honour Guests at G.O. Bowling Banquet

Edgewater Tea Gardens was the scene of a rollicking dinner party and dance on Wednesday evening, March 29, when bowlers of the General Office league staged their annual wind-up. It was an added pleasure to have as guests of honour, Mr. and Mrs. G. R. A. Simmers of Toronto. The Simmers were paying a brief visit to Winnipeg while en route east after some thirteen months with the Company in British Columbia. Mr. Simmers is associated with the General Office, Toronto. They had some gracious things to say about western hospitality. Thank you, Mr. and Mrs. Simmers!

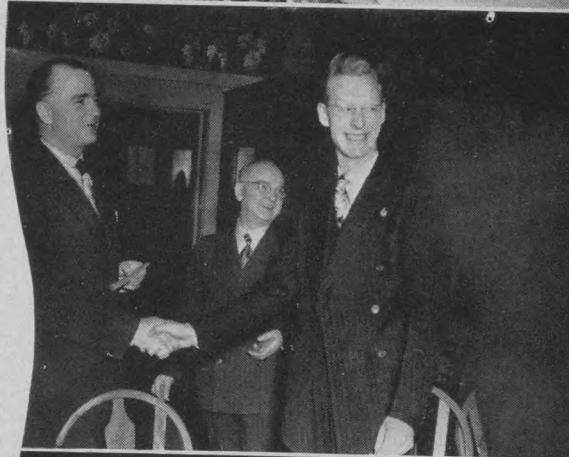
Chairman of the evening Joe Bingham, bowling prexy, said it had been a wonderful year of bowling that provided an opportunity for the fifty-odd members to get better acquainted with one another.

George Boyd and team were applauded as champions. Mr. Bingham added the rib that "While George claims to be best 'anchor man' in the league, he has dragged his anchor lately."

Hazel Romans was thanked for faithfully keeping scores week by week, and Jack Thompson for his efficiency as treasurer.

Prizes were presented by Mr. R. B. T. Whitbread, supervisor, to teams captained by George Boyd, Gil Bell, Albert Sizeland; to Harold Walker for men's high score; to Marge Magnusson, women's high score, and others.

The evening then swung into dancing with that thorough enjoyment that always highlights these get-togethers of our big Eaton family.





Bowling News



"PIN-BOY CHATTER"

By Alf Beavis

Well, it's just about all over but the shouting (and the dance) as we go to press, and the last of the chosen few who can compete for the coveted trophy in the roll-offs have been decided. It has been a battle royal for many of us, but not as much so as the final foray will prove to be at the Bowladrome Alleys on Tuesday, April 18, when the "great" will find their greatest of Eaton bowlers for another year.

If we fail to see you there, boosting the spirits of your favourite team, we'll surely do so at another grand wind-up dance on Saturday, April 29.

To get in a final chit chat on good and better scores, roll-off honours, etc., here they are in order of their respective divisions.

ONE—Tommy Scott's Scotties scraped through the final night with a one-game win and a one-game lead to nose out the Winsomes in second place. Sparked by J. Carnegie's 802, Pat's Punchers rolled a nice 3,124, and a few more of the top division stars were: J. Wood 722, Bob Clarke 709, Nellie Sigvaldason 713, Lloyd Waddell 698, Mary Bodrue 666, Mary Scott 665, Bill Maskell 674, and Bill Stewart 663.

TWO—Gordy Quinn's Jokers just took one game—all that was needed to stay ahead of the Pushovers, who were very close. Geo. Bennett was top man for the final night with 743 (328), and Marion Waldie led the fair sex with 685 (283). Gord Andrews bowled 697, C. Saunders 687, Merv McKenzie 667, Eleanor McKay 662, Gordie Quinn 621, Helen Cancilla 605, and Bill Hogg 600.

THREE—A. Inglis's Drivers, by a three-game sweep over John Duffield's gang, drew out of a tie with E. Wall's Skippers to take the roll-off honours. Guy Cancilla was in top form with 822 (330), J. Patterson 748, Ernie Wall 682, B. Webster 629, Bill Liver 625, A. Inglis 622, and Miss B. Valentine 634.

FOUR—By virtue of a total pin score, Jack Course's Seven Ups just "made it" over Frank Thompson's Mixers. Jack Hunter tried hard for the second place team with a nice 717 (288), as did "Pin Smasher" Frank Frampton 697, Marj Kurz 714, Stella Coskie 668, Terry Alston 662, Flo O'Donnell 643, Ewan McFadyen 639, Hazel Tarry 628, and Bob Stacey 611.

FIVE—Hugh Duyvejonck with 687 and Blain Buckboro with 657 tried desperately to overtake the Beavis-Wallace combination, but the Wall Bees hung on by two games. However, Split Atoms's 3,170 was a new record chalked up. Ann Ellis tried hard for the losers with 656, Betty Stevenson rolled a 651 against the Wall Bees and Hazel Kinsman 627; Percy Cook 622 and Bill King 605 were right on.

SIX—Steve Monchak's Wiggets romped past the Wise Ones with a three-game sweep over the Majors, while the second-place team lost two to Rovers. Tommy Byachek helped a good cause with 669, as did Monchak's 629. Sam Baillie rolled a nice 639 with a 304 single. Top girls for the month seemed to be D. Chambers with 643 and R. Paul 653.

SEVEN—R. Elleker's Eureka's took another series by a huge four-game lead, so Stampers (tied with Vikings in second place) took the roll-off berth. Harold Brown was tops for a losing team with 675, as was Mel Jenkins 665, and Bob Shustrovie 631. Eileen Hoski 658, Chas. Whitehead's 613 helped the Eureka's set good record.

EIGHT—In their long drawn-out second series, Meteors took the odd game, to end one game up with the able assistance of John Lemmen 736 (301) and Fred Winter 651 (291). George Huntington, who maintained a high three-game record throughout of 794, was also in good form with a 620. Forbes Grassick hung up a nice 737 this month too.

NINE—An equally long series wound up in a four-way tie, but Herb Kelly's Admirals, with a high score of 2,930, took the honours. Norm Henry's Panthers already had a roll-off berth, but it was a hard luck story for Harvie Way's King Pins and Percy Smith's Westerners. May Douglas was tops with 611 for the Admirals. R. Cairns 684, and P. Smith a 277 single.

Eaton Angling Club News

The regular monthly meeting of the Eaton Angling Club was held in the Free Press Board Room, Monday, March 20. Over 50 members were on hand to enjoy the interesting films.

After a brief business meeting, the members were given an opportunity to see and try out a "spinning reel." This latest addition to the anglers' art proved rather tricky to manipulate in such cramped quarters but has interesting possibilities.

Door prizes of fishing lures were drawn for. It was decided that prizes will be given for the largest fish caught on each sponsored trip as well as at the end of the season for the largest fish caught by a member in Manitoba waters when properly verified by witnesses.

With over 65 paid-up members, there are still membership tickets available from any of the executive or membership chairman F. H. Brown (Sporting Goods).

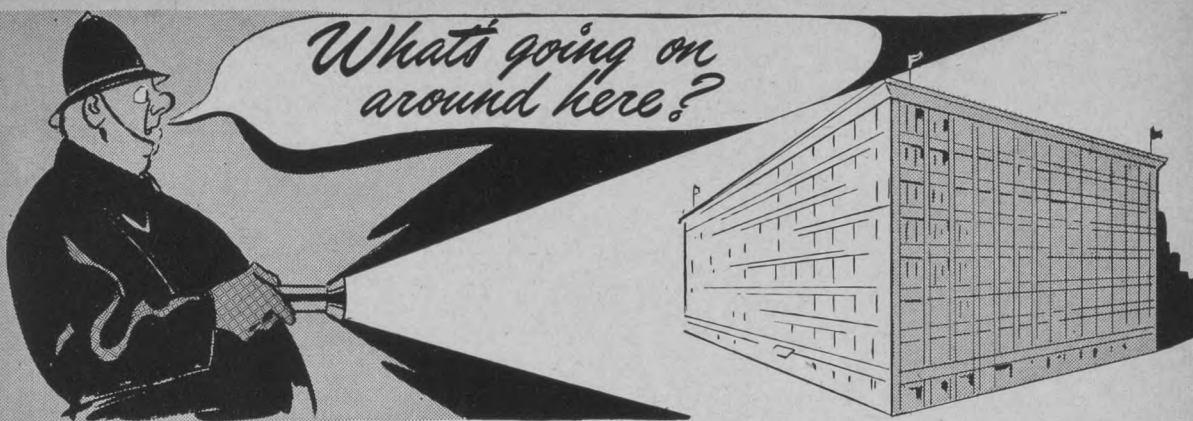
A number of outings are being planned. The annual trip to Shoal Lake on May 24 is first on the list. Watch your Time Office bulletin board for details of this and other trips.

Here's wishing you all "fisherman's luck," and don't forget to enter those big ones in the contest.

A recent newspaper ad of the Oklahoma School of Accountancy was headed: "Short Course in Accounting for Women."

Not long after the ad appeared, a note reached the school's president. It said: "There is NO accounting for women."

—Tulsa Tribune



BASEMENT STORE

Basement Luncheonette—By M. Blunt

Elsie Bratko has been out on the sick list for some time. Hope you are feeling better, Elsie, and that you will be back to work soon!

Mary Kulyk is headed for St. Boniface Hospital where they expect to improve on her vocal chords by taking out her tonsils. Just kidding, Mary! We are all pulling for you and hope you will be back to work soon.

Sorry to hear Mrs. E. Kass is in hospital. Hope you are feeling better after your operation and that we will be seeing you soon.

* * *

MAIN FLOOR

Notions Staff Holds Shower and Party

The Homestead was the scene of a shower on March 29 in honour of Miss Beth Jenkins who was married April 12. Her fellow employees presented her with miscellaneous gifts while, as a wedding gift from the department, she received a dinner service.

An April Fool's party was held at the Sturgeon Creek Legion hall by members of the staff on April 1. It was a grand party and all there enjoyed themselves. Roger Lernout surprised everyone with his flash camera and got some good pictures. Thanks, Mr. Photographer!

Through Contacts, Miss Isabelle Drever wishes to thank Mr. N. M. Gray for his kindly tribute; Mr. G. P. Blakeman and staff of W212 for their good wishes as well as for the gift of a lovely silver tea service presented to her during a breakfast party given in her honour at Moore's. Thanks, also, to the girls of W212 Office for their lovely gift of a pair of boudoir lamps, and for the very pleasant evening spent together at Mrs. O'Kelly's home. To many more for their kindness and good wishes: "Thanks a million!" Au revoir.

Stationery News

Best wishes to Eva Hayward (Novelties) on her engagement to Mr. W. E. Rey.

Miss C. Cooke (School Supplies) was married in April and left to stay some time in Toronto.

Miss M. McCulloch (Cards) left to be married on May 6 to Mr. J. Roberts.

Agnes Flynn (Stationery) is progressing favourably after a recent major operation.

Misses M. McIlveen (School Supplies), K. Stones (Novelties), M. Wharrie (Books) and E. N. Yed-deau (Fountain Pens) have all been on the sick list for some time. Hurry up and get well, girls.

Ella Mae Beaton (Stamps) was called to Lethbridge because of the sudden illness of her daughter.

Dorothy Robinson and Muriel Henderson say "Thank you very much" to all those who remembered them at Easter.

* * *

SECOND FLOOR

The staff of 132 gathered on April 1 to say good-bye to Jimmy Lockhart, of the eighth floor Receiving Room, who retired at the first of the month. Mr. Lockhart, who started with Eaton's Regina Store in 1913, was with the heavy hardware there until 1922 when he came to Winnipeg. He was a doorman for a short time and then transferred to the receiving room where he has remained since. As a parting gift he received a mantel radio presented by Mr. D. Galbraith, supervisor. (See write-up on page 16.) May your retirement days be happy ones, Jimmy!

Congratulations are extended to Mr. F. Van Baste-laere (Receiving Room) on his recent marriage, March 28. As a wedding gift from his associates, the groom received a pair of blankets presented by Mr. T. Giles, assistant.

* * *

THIRD FLOOR

D.A. OFFICE CHATTER

By Jackie Wheeler

We are sorry to report that Verne Peters is still on the sick list, but hope she will soon be well again.

On Tuesday, March 21, a number of girls in the D.A. Office gathered at the home of Mrs. Jean Valentine in honour of Miss Mary Lou Coe, April bride-elect. Mary Lou was presented with linens.

Mary Lou left the office to become the bride of Mr. Don Roman at St. Stephen's-Broadway Church on April 8. Before she left, Mary Lou was presented with a set of Revere ware by Mr. R. M. Clark, assistant, on behalf of the staff.

* * *

FOURTH FLOOR

Fur Department Holds a Party

By E. Turner

The Royal Alexandra Hotel was the scene of a surprise party on Tuesday evening, March 28, when the Fur Department staff turned out to honour their groom-to-be, Clinton MacFarlane, and his fiancée, Eleanor Banfield. On behalf of the department, Mr. S. Mathias, assistant, presented Clint and Ellie with a lovely reversible blanket. A buffet lunch was served, followed by dancing, and everyone had a

CONTACTS

wonderful time. The young couple were married April 1 at St. Luke's Church and later left for New Orleans where they spent their honeymoon. Best wishes to the newly-weds!

Our sincere sympathy is extended to Mrs. Norma Roberts on the death of her grandmother, Mrs. Barclay, April 6.

Department 244—The staff of Women's Suits and Coats extend their deepest sympathy to Mrs. L. Church in the loss of her father, D. J. McLeod.

* * *

FIFTH FLOOR

News from Children's Shoes

The fitting of shoes is just part of the work done by shoe clerks in the Children's Shoe Department, for with the fitting goes the knowledge of the construction and durability of a shoe.

That is just what was obtained when the department staff broke up into two groups to visit the Stan-Grad Shoe Co. on the afternoons of March 15 and 22, respectively.

Frank Gradenick and Stan Matinchuk, our gracious hosts, after serving a lovely buffet lunch, conducted an inspection of their premises. From sheets of leather, through the cutters, to the assemblers and shoemakers, till the product arrived at the packing table, we saw how a welted shoe was constructed.

With this basic knowledge, the staff of Children's Shoes are endeavouring to render more service to our customers and, because of this, more informal educational trips are planned.

March 19 was an eventful day for Jackie Bond, of the office staff, for that is the day she became engaged to Mack Phillips. Best of luck, Jackie!

Department 1100 News—By Mrs. E. Lavers

Welcome back to Mrs. R. Davie (Cafeteria) who has been on the sick list for some time. Glad to see you are looking as well as ever! We're also glad to welcome back Rose Wilson (Bake Shop) who has also been on the sick list.

Mr. W. Sandbrook is back again after his three-months' vacation at Long Beach, California. That's quite a tan you have!

(Contacts says congratulations to Mrs. Lavers on her recent win in the Free Press Twin Contest. Also a happy journey to the popular contactor who will leave shortly for a month's vacation in Los Angeles, Calif., with her son, Stanley Lavers, formerly of the Meat Department.)

* * *

SEVENTH FLOOR

CITY BUDGET PLAN

By Bea Aymer

Joyce Watkins and Shirley Johnson were each the recipients of a pen and pencil set when they left the Company recently. Janet Campbell received an engraved Ronson lighter when she left to reside in Vancouver. Best of luck, girls.

A starry-eyed gal these days is Olga Homenuk. The reason—a lovely diamond from Bob Maughan. Congratulations to you both!

Thirty



Telephone Staff Honours Laura Scott

Major event on the Telephones' calendar for 1950 was the retirement during March, of the one and only Laura Scott, chief operator for over 20 years and 38 years a staunch Eatonian. The St. Charles Hotel dinner in Laura's honour, attended by many ex-operators and old friends; the day marked by congratulations and gifts, and the gathering of some of the old-timers at the home of Mrs. Alexander that evening, were occasions that neither Miss Scott nor the others attending will ever forget. Enjoy your leisure, Scotty, we'll miss you and envy you! Come 'round and see us often.

* * *

NINTH FLOOR

Easter Gift For the Rogersons

Congratulations to Mr. Ed Rogerson, head of department, Construction Office, and Mrs. Rogerson, who were blessed with a baby daughter born on Thursday, April 6. Wee Terrie Lee, as she will be named, weighed seven pounds 8 ounces. A lovely Easter gift and a playmate for five-year-old Peter.

Congratulations, "Bobs" O'Grady and Crew!

The following letter comes from George A. Shea, O.B.E., director of investigation, Canadian National Railways:

"Montreal, Quebec, March 22, 1950.

"Mr. H. S. O'Grady,

"The T. Eaton Co. Limited, Winnipeg, Manitoba.

"Dear Mr. O'Grady: I have been informed that your team was successful in taking first place in the Winnipeg Police Curling Association, and as a result have won the Shea Trophy, which I donated some years ago. I should like to offer my hearty congratulations to you as the skip, and to Messrs. W. McCormick, G. Knowles and J. McClure as members of your team.

"This is no mean feat in a twelve-rink league, and knowing the wealth of talent you had to compete with, your victory is something of which you may well be proud.

"Yours faithfully, George A. Shea."

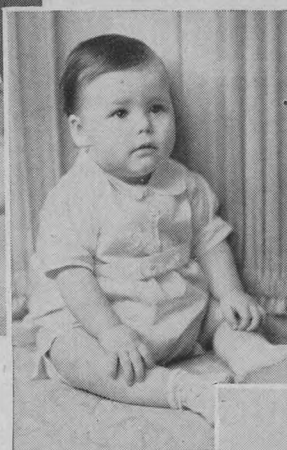
PRINTING PLANT PATTEN

By B. Goulet

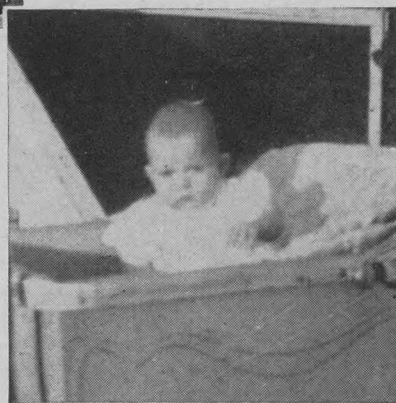
Sorry to hear Bill Robertson will be in the hospital for some time. How about the bowling roll-off, Bill?

George Kuntz is still away on the sick list. Hope you'll be back soon, George!

Our sympathy goes to Harold Sinclair in the loss of his mother. Also to Amy Cousins in the loss of her brother.



May Blossoms



Top Row—First: BRIAN WAYNE JACKSON, 2½ years young, astride a dinosaur. Daddy is Lorne Jackson, Mail Order Complaints. Second: GAIL, 8 months, is the daughter of Cecil Farrow, M.O. Packing. Mommy was Irene Rundle, M.O. Packing, and Gail is the granddaughter of Arthur Farrow, Printing Plant (retired). Third: LESLIE ROY, 10 months, son of Les Allen, M.O. Women's Dresses. Mommy was Sigrud Wold, formerly of the Fancy Goods. Fourth: MARILYN, 7 months, granddaughter of M. H. Grose, assistant, Candy Factory.

Lower Row—Left: ANNE LEIGH is the daughter of Bill Maskell, M.O. Women's Dresses. Centre: NEIL, 5 months, son of Bill Gray, M.O. Complaints. Right: BILLY, at 9 months, the son of W. "Bud" Davidson, Furniture. Mother was Blanche Benson, Wages Office.

ALEXANDER AVENUE WAREHOUSE

Glad to see Mr. George Hargreaves, Alexander Avenue Warehouse's jovial doorman, on his feet again after his recent illness. Mr. Hargreaves broke his ankle in November but was able to drop into Contacts the other day to send a bright hello to all his friends at Eaton's. Hope you'll be back soon, George!

Congratulations are in order for Don Bird (Stove Department). We understand a lovely new daughter arrived April 7—Beverley Elizabeth. Both mother and daughter are doing fine but Don is still a little shaky and may take some time to recover.

YOU JUST KEEP JUMPING

A weak but ambitious young man once approached a great merchant and said, "May I ask you the secret of success?"

"There is no easy secret," replied the merchant. "You just jump at your opportunity."

"But how can I tell when my opportunity comes?"

"You can't," snapped the merchant. "You have to keep jumping." —*The Speaker's Magazine*

SIXTH FLOOR

GENERAL OFFICE NEWS

By T. Rand

Two members of our staff, Mary Forman and Billie Taylor, have left us. On leaving the Company Mary was presented with a lovely necklace and Billie received a silk handkerchief. Good luck, girls!

We are sorry to hear that Anne Campbell has had to have her tonsils removed. Hope you will soon be well again, Anne.

Glad to have Jeanne La Rocque back with us after her recent illness.

Another diamond in our midst! On the third finger, left hand, of Pat Harwood (Correspondence), on April 6. The lucky fellow is Dennis Kehler. Congratulations to both of you.

Deepest sympathy is extended to Mac Gibson on the recent loss of her brother.



Bluebirds' Last Flight

Much to the regret of that rollicking crowd of ski enthusiasts—our Eaton "Bluebirds"—the snows finally surrendered to spring sunshine and the last fling came on Wednesday afternoon, March 15. The fun started at the Viking Club where Lee Blair ran off some very successful races.

The gang then proceeded to Edgewater Tea Gardens for a turkey dinner, with George Gould master of ceremonies. Following a summary of the season's activities, the gals and guys presented some side-splitting skits.

Top billing must be given to the girls for their feature number: "The Sheik of Arabi," which transported those present far away from the cold, prosaic prairies to the languorous, mysterious Orient!

Fred Lambert and "Oscar" also argued, sang and wisecracked in their top-flight ventriloquial act, while Tom Laidlaw delighted with his artistic piano stylings.

"Credit lines" go to the committee and others who made the wind-up such an enjoyable evening. Many thanks also to club members who helped so much to make the season's skiing such grand sport for the rest of us. See you all next year!

—Bob Hale

* * *

About the Pictures

Pick yourselves out, folks!

First circle cut shows Hazel Cooper singing "Cherie."
Second Circle: Harold Asseltine (retired), beloved founder of "Bluebirds," gets a buss from an admiring member (lucky guy!).

A D.A. Customer Writes From Armit, Sask.

"I do not know how to thank you enough for the grand job you did in choosing my coat. It is exactly what I wanted and everything about it is perfect.

"Please see that the 'Shopper' gets my note, as she certainly did a wonderful job for me."

Another bouquet for Mrs. Mary Johnston, Department 244.

Thirty-Two

The Mail Bag



SECOND FLOOR

M.O. Packing and Shipping News

By C. Ridgedale and Miss G. Burton

Congratulations go out this month to George Anderson who celebrated 25 years with the Company on April 11. George received a beautiful lamp and mantel clock from the department and friends on the third floor.

The stork has been quite busy around the homes of Ted Black and Jimmy Stewart recently. On February 26 Ted was presented with a baby girl, and Jimmy became the proud father of a son on March 8.

We are glad to welcome back Jennie Olsen after her recent illness.

* * *

THIRD FLOOR

M.O. Budget Plan News

Doreen Lockhart has been making headlines again. The Winnipeg All-Stars captured the Lady Bessborough Trophy, which means they are the Canadian Women's Senior Hockey champs. Congratulations!

We have quite a number of the staff on sick list. Shirley Piggott was operated on, April 4, and is reported to be doing nicely. Hope to have you back with us early in the summer, Shirley.

Jean Zipp had an appendix operation on April 5 in Grace Hospital. Joan Found underwent a tonsillectomy on April 12. A speedy recovery to all you gals!

Our deepest sympathy goes out to the parents of Dorothy Struthers (formerly Budget Plan Office, Store, and Contract Accounts Office), who passed away March 26, in the Portage la Prairie Hospital, after a long illness.

* * *

FOURTH FLOOR

M.O. Children's Shoes—By Dot Higham

Our best wishes to Anne Romanack (M.O. Exchange) who was the recipient of a lovely diamond ring, March 24. The lucky fellow is Mr. Earl McGregor (Boys' Clothing). Rumours have it wedding bells will ring in the very near future. Much happiness to both of you.

We bade fond farewell to Miss Mima Unwin and Miss Ethel Mazur recently when they left to take up home duties. As a parting gift Mima was presented with a handbag and Ethel a pair of Chinese figurines. All the best in the future, gals! We miss you.

FIFTH FLOOR

M.O. Sporting Goods

By J. McNiven and D. Hardiman

We are sorry to report that Ronnie Ford and Jack Stocks are still on the sick list. Hope to see you both back soon!

The staff said good-bye to Mrs. Phyllis Wall on April 5. Phyllis, who was with the department for five years, has left to take up full-time duties as a housewife.

We also said good-bye to Mr. Bill Wiesner who is now with the Store Sporting Goods Workroom staff. Hope you like your new position, Bill!

By the way, who were the "wonderful" curlers who played the Store Sporting Goods Department in the annual game but did not bring back the trophy? (Better send the girls next time.)

M.O. Drugs Names Mr. Dan Livingstone the New Contactor

On Saturday, April 1, Mr. R. J. Wood was honoured on his retirement by the management and staff of the department. He was presented with a mantel clock (Westminster chimes) and other personal gifts. Presentation was made by Mr. H. Green, head of department. We all join in wishing him the best, and many years to enjoy his retirement.

We are pleased to see Mr. Art Wright back with us again after an attack of the flu.

The "Holiday Bill" has had its second reading, and the staff have had their usual discussions(?). Well, so far not bad. There may, however, be some amendments.

Congratulations are extended to Miss Julia Danielson who is sporting a very lovely diamond. She says "The Easter bunny brought it." We say "Bring on the bunnies."

If you should happen to see a very respectable looking young lady wandering around the Store apparently lost, please send her back to us. Answers to Miss Marion Murray, now doing special buys.

We would like to take this opportunity of thanking Mr. Wood for his services as Contactor, also to congratulate Mr. Dan Livingstone on his appointment as Mr. Wood's successor in this position.

* * *

SIXTH FLOOR

M.O. Staples News—By Miss F. Rogers

The department bade farewell on March 18 to John Sinclair, our Store Chiropodist, who has left to devote his full time to chiropody. On behalf of the department, Mr. T. H. Hancock, head of department, presented Johnny with a Waterman's

CONTACTS

"Trio" pen set and wished him every success in his work. In the afternoon, members of the staff gathered at the home of Miss Elizabeth Sim for a social hour with Mr. and Mrs. Sinclair.

The call of the west has been heard again and the department has lost one of its most charming members, Miss Ruth Olsen, who left April 12 to reside in Edmonton. On leaving, she was presented with an overnight case from the department by Mr. Hancock. A travelling case was also given Ruth by the girls of the department on April 5 at an informal gathering held at Miss E. Sim's suite. Ruth has won many friends during her six years in the M.O. and they all wish her success and happiness in her new home.

Congratulations to Mr. and Mrs. Harry Turney on the arrival on April 12 of their second son, William Arthur, at Grace Hospital.

M.O. Dress Goods

The day on which Miss Queenie Bishop retired after 34 years' service, turned out to be an even busier day than usual. A host of friends called to wish her health and contentment in her new leisure. To start the day, Mr. P. H. Longstaffe, head of department, made a presentation of a cedar chest from the staff and gave a brief outline of Queenie's life.

Born in Brighton, England, Queenie is active in church work and has cultivated many hobbies and skills. She teaches a class of teen-agers in handicraft and intends spending the summer at Victoria Beach and visiting relatives in Minneapolis this fall.

To mark the occasion, the staff gathered at the Homestead to honour Miss Bishop. After an excellent dinner, Mr. A. Shore showed movies of vacation spots, ski runs and comedies. The evening wound up with games and a sing-song, with Mr. Kilpatrick as M.C.

There's a new diamond sparklin' in the M.O. Dress Goods. Titian-haired Jenny Wilson is the lucky bride-to-be and the man is Henry Marsland-Kelsey from Australia. We hear he's a globe-trotter and has really been places. We all join in wishing them every happiness.

We are glad to report that Mr. Longstaffe's daughter, Dorothy, is recuperating after her recent operation. Dorothy is now Mrs. Geoffrey Watkinson, residing in Yorkshire, England.

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SEVENTH FLOOR

M.O. Lingerie News—By L. A. Hantscharuk

Congratulations to Bernie Durack who is again helping to bring the hockey trophy to the M.O.

We have been informed that no bridge problem is too difficult for our bridge expert. Bring your Contract troubles to M.M.

M.O. Juvenile Wear

By M. Pariseau and J. Johnston

A lovely sparkler on the finger of Germaine Courteau is doing its best to blind us all. It's rumoured the lucky man is Guy Marion.

Happy to announce that these nights Mr. S. Prokopenko is walking the floor with a little bundle of joy called Stephen William John. He arrived March 24.

Thirty-Four

EIGHTH FLOOR

M.O. Advertising News—By Clara Greenwood

LOST—Mrs. I. Murphy from M.O. Advertising.
FOUND—In the City Advertising.

Hope you are settled now, Murph, and enjoying your new position.

As a tribute from her M.O. associates, Mrs. Murphy was presented with a Ronson pocket lighter. Mr. W. Gray, supervisor, made the presentation.

The M.O. Advertising was quite a busy place Saturday, April 8, the occasion being Mr. Davidson's 30th anniversary with the Company. Friends, friends and more friends came up to see our Davy (as he is so affectionately called) with all their best wishes. He was the recipient of many lovely gifts, including a Ronson table lighter from the staff of 139 Department. The presentation was made by Mr. W. Gray, supervisor. Best wishes, Davy, from all the gang.

Saturday night Davy's home was the scene of a gala gathering, as a crowd of friends from the M.O. converged on him, despite the howling blizzard.

Several non-Eatonians, personal friends of the Davidsons, dropped in also to wish Davy a "happy birthday and anniversary." All present sported party hats and big grins as the host regaled them with a few selections from his large store of stories and reminiscences. A pleasant evening of games and gabfest reached a happy climax when Mrs. Davidson served a superb lunch.

Before leaving, each guest was presented with a souvenir of the event in the form of a package of matches bearing the name "Donal" on its cover. All told, it was a wonderful evening for a wonderful couple, and a fine demonstration of another reason why "It Pays to Work at Eaton's."

M.O. Copying News—By D. Hunt

Best wishes to the following girls who received beautiful diamonds last month: Dorothy Alexander, Flo O'Donnell, Betty Smith and Mary Szyjka.

Glad to see Sally Carriere back at work after an illness of two weeks. Hope you're feeling fine now, Sally.

We are pleased to hear Bea Van Hee is feeling fine after her recent operation. Hope you will be back soon, Bea.

Glad to hear Anna Lemieux is out of the hospital. Hope to have you back with us soon, Anna.

Photography Workroom News

By S. Sapiak

Our sincere sympathy is extended to Bessie Barton on the recent death of her father.

We are sorry to report that Bonnie Clarke is on the sick list. However, we hear her operation proved successful and she is coming along fine.

That little fellow with the arrow seems to have been around again. Bud Wilton recently presented Peggy Jowette, a member of the Store staff, with a beautiful diamond. Best wishes to you both, Peggy and Bud.

Congratulations to Mr. Hill on receiving second prize in the Trans-Canada suggestion contest.

HOME ON PILLARS!

Former Eaton Girl Writes From Rain-Drenched British Guiana

Many Eatonians will remember Helen Baker (now Mrs. R. G. Hiley) who, for fifteen years was with the Seeds Department. Mrs. Hiley is now residing in British Guiana where her husband, a former R.C.A.F. flier, is with the Demerara Bauxite Co. Ltd. As Mrs. Hiley's letter indicates—"Once an Eatonian always an Eatonian." She writes:

"I would like to thank you ever so much for sending me Contacts. When I receive it and read it, it is like meeting an old and valued friend from home, and gives one that warm satisfying glow that one feels from being part of something.

"Having worked for Eaton's for a number of years, I still feel that I am part of the family, and though far away, it brings back fond memories.

"It is only after having been in a place like this that one really appreciates what an organization like Eaton's means to a country. It does as much towards opening up the country as the building of roads, etc., because settlers and dwellers, even in the remotest districts, can send to Eaton's for whatever they want with confidence. I know from experience, and truly wish I was able to send from here. And the catalogue or the "family Bible" as it is so often called, gives enjoyment even without ordering from it.

M.O. Complaints—By Judith Baynes

Johnny McKinley arrived at the office Monday morning with his chest out and head in the clouds. After a careful investigation we discovered that a certain girl in the Mail Order Salesroom, Joyce Kilgour, had answered Johnny's question in the affirmative over the Easter week-end and was proudly wearing a diamond. Our congratulations and best wishes to the happy pair.

We hear Sheila Jean Aldous is breaking some records even before the tender age of two years, having cut 18 teeth in 18 months. And is her daddy proud!

Yvonne Phaneuf is home from the hospital after her recent operation. Nice going, Yvonne. We hope it won't be too long before you are back with us at work. We miss you.

We are sorry to know Peggy Johnson's mother had the misfortune to break her left wrist Easter Sunday, but are glad she is doing so well.

M.O. Correspondence News—By June de Gagne

"There are smiles that make us happy" . . . and the smiles that make us 117'ers happy are those of Miss Virginia Woiniak and Miss Celine Prudhomme. Virginia just recently became engaged to Mr. Elmer Rentz, and Celine is engaged to Mr. James Fitzgerald. These two young ladies aren't saying much these "daze," they find it easier to point—left hand, you know. Is this what they mean by spring fever? If so, we like it.



Top picture was taken in Mrs. Hiley's home, which is raised on pillars to avoid the floods.

Lower Right—She donned native dress of grass skirt and top just for the picture.



"There is none of that here. It is take it or leave it—no selection—quality poor. The average country store back in Canada puts out a better selection.

"Our leave is due in August, 1951, and we are both looking forward to coming home and seeing all the available things one can buy.

"I correspond with a few of Eaton's girls and so keep up on some of the news. I also hear occasionally from my former department manager, Mr. P. Ross, Mail Order Seeds, as I am trying valiantly to grow a garden down here. However, it's pretty hopeless as we have so much rain that things get flooded out. I have managed to grow some nice tomatoes, though, in boxes under the house.

"Our houses are all built about six feet off the ground on pillars and in the heat of the day you sit under your house to keep cool.

"I will always be pleased to hear from any Eatonians."

We had a wonderful time at the Eaton spring dance, dancing our "way into spring," and out of our old shoes. One more happy memory to add to our collection!

Departments 173, 167, 159

By D. Balsdon and R. Souther

The Easter Bunny paid a visit to our department last weekend and brought lovely diamonds to Dagny Pearson and Joyce Kilgour. Best wishes to you both.

On the sick list are Mr. Sadleir and Mrs. Moyses. We hope you are both getting on fine and will be back to work soon.

M.O. Cash Office News

By W. Hamilton and M. Jenkins

Margaret Milne is improving after her operation. Hope you'll be back soon, Marg!

Sincere sympathy is extended to Marge Dawson on the death of her grandmother; also to former Cash Cage staff member Phoebe Hodgert on the death of her father.

Helen Markevich has a lovely diamond. The lucky fellow is Bob Diczuk. Wedding plans are in the offing. Best wishes, Helen and Bob.

We are pleased to see Beth Jamieson back to work again following her accident.

CONTACTS

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NINTH FLOOR

M.O. Men's Furnishings—By W. Quayle

All of us in Department 28 take this opportunity to express our deepest sympathy to Dorothy Dee whose father passed away on March 26.

M.O. Gloves and Hosiery—By May Scott

On March 18 W1 Department held a bowling do at Gibson's Academy. Six teams were lined up to battle for the mystery prize sent over by Mr. Norm McDonald. Big scores were added, even by the non-bowlers, and a good time was had by all.

The winners were captained by Bill Stewart and were as follows: Nettie Nisbet, Olive Budd, Jeannie Duncan and Yvette Johnson. All got a great kick out of the cup presented to the winning team.

We're all hoping to make this an annual event.

M.O. Jewellery News—By J. Farr and M. Robson

Mr. R. Robertson, head of department, left April 15 on his quarter-century holidays. Mr. and Mrs. Robertson and their little daughter, Lynda, plan to motor to the west coast. Best of luck on your trip, and happy holiday wishes from the gang!

We are sorry to report that Hazel Moore, who has been out sick for a few weeks, is now in Miseri-

cordia Hospital. We are all pulling for you, Hazel, and hope the "Doc" sends you back to us soon.

Candy Factory News—By Lorna Waite

Our deepest sympathy goes to Bill Allan on the loss of his father, March 28.

We are pleased to see Olga Woshinska and Martin McLean back at work again after their recent illnesses.

M.O. Men's Furnishings—By D. Dee

On Wednesday, April 5, Miss Lillian Anderson left to be married to Mr. Allan Lang. On behalf of the department, Mr. L. Cleve, head of department, presented Lillian with a gift of linen. She also received a variety of individual gifts from her many friends in the department.

The best of luck, Lillian and Allan, and our good wishes for a very happy future.

M.O. Notions

Our sincere sympathy goes out to Mr. Fotheringham in the loss of a son, April 5.

RECENT APPOINTMENTS

Mail Order Merchandise Office: MR. J. MEYERS, assistant.



Miss M. Mackay

Eaton's Women's Golf Club Elects New Officers

May Mackay Named President

A general meeting for the election of Eaton Women's Golf Club officers was held in the Assembly Hall on Tuesday, March 28. The girls chosen by the nominating committee were unanimously voted into office, with May Mackay (Wages Office) named as new president.

Here is the list of your officers. If we co-operate with them, this golf season will be the biggest and best ever.

M.O. Committee

Mary Moore (Mailing List), Lil Greenberg (M.O. Copying), Sigrid Beale (M.O. Men's Shoes), Chris McKenzie (M.O. Sporting Goods).

Store Committee

Marj McRae (Men's Furnishings), Marj Goatcher (Basement Store), Norma Patterson (Gloves), Hazel Cooper (Juvenile Wear).

Please watch your Time Office bulletin board for further announcements.

President—MAY MACKAY (Wages Office).

Vice-Presidents — Store: FLORENCE OWENS (Cash Office). Mail Order: LANE HANTSCHARUK (M.O. Lingerie).

Secretary—GLADYS EDGAR (M.O. Superintendent's Office).

Treasurer—EDITH BOWER (Sales Office).

Handicap and Tournament Manager — ISOBEL HANNA (Expense Office).

Publicity Manager — CLARA GREENWOOD (M.O. Advertising).

Prize Convenor—JEAN MARSHALL (Drug Department).

In Memoriam

MARY OLIVE KELLY

The death on Friday, April 14, of Miss Mary (Molly) Kelly was learned with deep regret by her host of friends in Winnipeg Store and especially the Lunchroom staff. Miss Kelly was a devoted Eatonian for 43 years and retired in May, 1948, at the age of 75 years. In her special capacity (in charge of service) this bustling little Irish lady kept the girls under her supervision smart and trim and ever alert to good service. Yet to all who needed help she was a warm-hearted friend.

She was laid to rest in Brookside Cemetery, and among the pallbearers were: John D. MacDonald, H. Cail, G. T. Fox, A. Calhoun, T. M. Hembroff and A. Booth. To Miss Kelly's brother, John, of Causestown, Ireland, who survives, we extend our sincere sympathy.

IONA CUMMINGS

Many Eatonians who remember Miss Iona Cummings, a member of the Perfume section for 19 years, will be sorry to learn of her death, March 31, in Kemptville, Ont. Miss Cummings left the Winnipeg Store six years ago to look after an ailing brother in Kemptville, where she has resided since. Funeral services were held in Kemptville and flowers were sent by her former associates in the Drug Department.

DOROTHY STRUTHERS

Members of the Contracts Account and Budget Plan Departments were sorry to learn of the death of Miss Dorothy Struthers, age 32, on March 26 at Portage la Prairie Hospital. Dorothy had been a member of the Contracts Account Department for the past year and previous to that had been with the Budget Plan office since November 1, 1943.

A quiet, conscientious and well-liked girl, Dorothy had been ailing for the past eight months. She is survived by her parents, Mr. and Mrs. A. J. Struthers, of MacGregor, Man., as well as a twin sister, Avella, and a brother, Jim. Funeral services took place at MacGregor.



The following Eatonians have recently lost someone very dear to them. Sincerest sympathy is extended in this hour of sadness.

In the Loss of a Mother

MISS L. HEBERT (Sales Audit)
MISS L. OSINIAK (M.O. Packing)
MR. G. SARGEANT (M.O. Farm Imple-
ments)
MR. R. S. SARGEANT (Egg Candling)
MR. H. SINCLAIR (Printing Plant)
MR. E. C. WEST (M.O. Hardware)

In the Loss of a Brother

MR. A. PIPER (Delivery)
MISS A. KOWALSKI (M.O. Packing)
MRS. N. HUSACK (Lunch Room staff)

In the Loss of a Baby

MR. H. FOTHERINGHAM (M.O.
Notions)

In the Loss of a Father

MISS J. ARMSTRONG (Lunch Room
staff)
MR. E. ZWOLAK (Bag Factory)
MISS S. KERR (City Inspectors)
MISS D. DEE (M.O. Men's Furnishings)
MR. H. DEE (M.O. Packing)
MRS. F. CHURCH (Women's Suits)
MR. W. ALLAN (Candy Factory)
MISS C. LAMBERT (M.O. Packing)
MISS M. MILLS (Cash Office)
MRS. J. FAY (M.O. Packing)
MR. W. MILLS (Foodateria)

In the Loss of a Sister

MISS D. PETERS (M.O. Seeds and Plants)

THE GOOD NEWS IS OUT!

**ATTENDANCE PRIZES TOTALLING
\$600.00 in Cash**

WILL BE A FEATURE OF THE

**TRANS-CANADA SALE
EMPLOYEES' PREVIEW**

Donald Street Annex

Thursday and Friday, April 27 and 28

Every Employee visiting the Preview is eligible to compete for an Attendance (or door) Prize. To qualify for a prize, those whose numbers are drawn will be required to answer a simple question.

PRIZES AS FOLLOWS:

First Prize **\$50.00**

Second Prize **\$30.00**

Third Prize **\$20.00**

One Hundred Prizes of **\$5.00** Each

THE **T. EATON** CO. LIMITED
WINNIPEG CANADA